Social anxiety and eating disorders are highly comorbid (Levinson et al., 2011)
33.9% of anorexics (Halmi et al., 1991)
17% of bulimics (Brewerton et al., 1995)
12.1% of general public (Ruscio, 2008)

- Constant concern of how the physical self is viewed by others (H. Streigel-Moore et al., 1993)
- Focus more on body importance and body comparison (Holt et al., 2001)
- Social interaction anxiety
- Fear of scrutiny
- Fear of negative evaluation
- Fear of positive evaluation
- Social appearance anxiety
The media and social anxiety have both been independently linked to the development of eating disorders. The focus of this research is to identify associations between exposure to the media and aspects of social anxiety in adolescents.

Research Question

How does exposure to the media affect social anxiety in adolescents aged 11-14 years old?

Hypotheses

H1: Adolescents who are socially anxious react more negatively to the exposure of the media than those who are not.
H2: Adolescents who are not socially anxious do not react negatively to the media.
H0: Adolescents who are socially anxious do not react negatively to the media.

Methods

Participants

- Local Middle School Health Class
- Completely optional to participate
- Brought back signed consent form
- 87 female and male students
- 54 female
- 33 male
- Aged 11-14 years old

Instruments

Sociocultural Attitudes Towards Appearance Questionnaire 3 Revised Edition (SATAQ-3R)

- A 38-item scale structured with statements assessing importance, pressures, social comparison, and internalization of the media by participants.
- This scale is scored from 1 to 5: definitely disagree, neither disagree nor agree, somewhat agree, and definitely agree.
- Ex: Evaluate the following statement: I've felt pressure from TV or magazines to be thin.

Social Anxiety Scale for Children and Adolescents

- A 20-item scale assesses the way participants had been feeling during the week prior to taking the survey.
- Scores range from 0-3: not a problem, mild, moderate, and severe.
- Ex: During the past week I have had problems with... Being called on to answer, or to present myself.

Data Analysis

- Each subject's individual answers were uploaded onto an Excel spreadsheet.
- This spreadsheet was uploaded onto the Statistical Package for the Social Sciences (SPSS) statistical analysis software.
- The software took the results and evaluated the frequencies for each question on the survey.
- Average scores were also calculated for both social anxiety and body attitudes.
- These scores were cross-referenced with body attitudes to determine significance.

Results

Table 1: Influences of the Media on Social Anxiety

<table>
<thead>
<tr>
<th>Influences</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies</td>
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</tr>
<tr>
<td>Pressure from television to have the perfect body</td>
<td></td>
</tr>
<tr>
<td>Pressure from television to change appearance</td>
<td></td>
</tr>
<tr>
<td>Trying to look like people on television</td>
<td></td>
</tr>
<tr>
<td>Body comparison to television stars</td>
<td></td>
</tr>
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</tr>
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Conclusion

- Builds on past studies assessing differentiated perceptions of images portrayed in the media.
- A study examined the effect of the threat aroused by differentiated perceptions of thin-ideal images.
- Conveyed that women with a lower self-esteem were more sensitive to the media images (Arczewska, 2011)

Limitations

- Include 9th graders
- Exact determination of weight
- Assess reactions to the images themselves

Future Research

- Approaching Significance
  - Pressure from television to diet
  - Pressure from television to exercise
  - Body comparison to people in magazines

Bibliography

- Acknowledgments
- References
- Populations
- Consent form
- Knowledge gap
- Conclusion
- Significance (p < .05)
- Movies are a source of fashion
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